

TO: Distribution**DATE:** August 3, 1993**FROM:** Arun Sinha *A.S.***SUBJECT:** CAMBRIDGE OCTOBER CARTON PROMOTION
ELEMENTS MEMO**BACKGROUND**

During October, Cambridge will offer consumers an on carton incentive item. The promotion will be nationally distributed based on volume contribution in carton outlets, primarily supermarkets and mass merchandisers.

PROMOTION OBJECTIVES

The primary objective of this promotion is to reward Cambridge occasional and regular smokers, as well as heighten awareness among competitive smokers that Cambridge provides good taste with good value.

The objective will be accomplished by offering a high-value incentive item on carton purchase. In addition, a name generation device will be included informing these smokers that for a similar offer they should complete a card. Not only can this provide us with additional names, but can give an indication of who purchased this offer.

PROMOTIONAL DETAILS

<u>Timing:</u>	October 15 - November 15, 1993 (Promotion will be available for field placement October 4)
<u>Presell:</u>	August 16 - November 12
<u>Target Geographies:</u>	National
<u>Target Trade Classes:</u>	Supermarkets and mass merchandisers
<u>Deals:</u>	1,000,000
<u>Units/promoted:</u>	200 million
<u>Displays:</u>	21,600

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CONSUMER OFFER

A free Cambridge sweatshirt with one carton purchase

PRODUCT

The Field Sales Force will be allocated a total of 1,000,000 deals.

The on-carton incentive can be applied by distributors or the FSF.

CO-OP ADVERTISING

The NAM's, UM's and SAM's will have the option of obtaining co-op advertising for this program. A payment of \$0.25/carton is authorized. Ad slicks can be provided for use upon requests. These are available at KDC (POS # 66965 P/F of 1). Strict adherence to warning box and T & N requirements must be met.

DISPLAYS/POS

A 30-deal display with 15-deal back up will be available for the promotion. Placement of free-standing displays is a must. Promotional product should not be placed on permanent carton racks in order to ensure maximum promotional exposure. In case a sixty carton display is required, FSF will use either two 30-deal displays or a 200-carton semi-permanent display.

In addition, a variety of POS is available for this promotion.

Display Sizes

Dimensions

30-Carton Display	25" W x 61" H x 8" deep
200-Carton Semi Permanent Display	11 3/4" L x 36 1/8" W x 71 1/8" H

200-Carton Semi Permanent displays can be ordered via MIDAS (POS # 50568)

PM Express Kits

Kit Dimensions

PM Express Kit #

30 ctn display, 1 large poster, 1 dangler, and 30 deals (pre-packaged sweatshirts) with 15-deal back up	32 1/2" W x 45 1/2" H x 1" deep	05102
2/200 ctn semi-permanent headers, 1 large poster, 1 dangler and 60 deals (pre-packaged sweatshirts)	37" W x 12" H x 1" deep	05104

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